

RICHARD TASSONE

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VICE PRESIDENT, CREATIVE

Creative Executive with extensive global brand building experience, for the fitness and nutrition, luxury accessories, and cosmetics industries. Leads and executes vision for omni-channel businesses, maintaining consistency in brand marketing and presentation across all channels. Spearheads company rebrands, garnering positive cash flow and grows owned and licensed brands. Ensures brands are globally consistent, yet locally differentiated, to achieve growth and profit while maintaining commitment to excellence and accountability across all organizational levels.

AREAS OF EXPERTISE

Design Excellence | Brand Marketing | Rebranding | Team Leadership | Digital Marketing | Social Media | Retail | E-commerce Packaging | Production | Store Design | Visual Merchandising | Negotiation | Partnerships | Business Development

PROFESSIONAL EXPERIENCE

Beachbody | BODi

October 2022 – September 2025

Executive Creative Director

Drove the rebranding of Beachbody to BODi, informed by a more modern brand positioning. Reinvigorated and led a 17-person team across design, copywriting, and production, enabling the brand to reimagine all forms of communication with long-time customers and reach new audiences across fitness, nutrition, and mindset pillars.

- Defined, created, and implemented global creative standards for all owned brands, including the launch of a new e-commerce website, packaging, streaming media programs, product catalogs, print/TV advertising, and paid social media.
- Collaborated with Senior Management to successfully launch new fitness programs and establish accompanying product design codes.
- Architected a design strategy to differentiate and drive sales for each brand in the marketplace, inclusive of fitness and nutrition launches.
- Streamlined production and creative processes, achieving 50% cost savings. Ensured consistency of brand image through development of job tracking processes, DAM sites, and corporate negotiation of photography across all brands.
- Drove BODi to positive cash flow in 2024 through Q1 2025 – the first time since 2020.

Consulting Creative Director

April 2020 – September 2022

Advised or developed brand positioning, e-commerce assets, and organic/paid digital content for Facebook, Instagram, and YouTube for clients including Air to Earth, Citizen, G-Shock, HH Global, Industrial Color, Jessica McCormack, and Stetson. Ensured touch points were consistent throughout the consumer journey, from luxury retail space and fixtures to package design.

- Built processes and measurements ensuring executions met desired metrics over time.
- Introduced new talent, vendors, and agencies to clients to level up output in all areas.
- Worked with clients to ensure efforts were globally relevant while maintaining the design integrity of each brand.
- Developed all logos, branding, and brand guidelines for digital-first carbon abatement start-up, Air to Earth.
- Sought out, negotiated, and signed partnership agreements with Texas A&M University, Restore America's Estuaries, and Kiss the Ground for Air to Earth.

Movado Group Inc.

January 2001 - September 2019

Senior Vice President, Creative Director

Global design leader for multiple brands operating leased concessions, freestanding stores, and e-commerce sites. Owned brands included Movado, Ebel, Concord, and Movado Outlets, and licensed brands included Coach, Ferrari, Hugo Boss, Juicy Couture,

Lacoste, MVMT, Olivia Burton, and Tommy Hilfiger. Oversaw an 8-person team focused on design, copywriting, and production while collaborating with external advertising agencies, architects, designers, photographers, and production houses.

- Grew MGI 175%, from 2 owned and 2 licensed brands to a company successfully marketing 3 owned and 8 licensed brands.
- Defined, created, and implemented global brand design standards for all owned brands inclusive of packaging, display, retail architecture, visual merchandising, product catalogues, print/TV advertising, e-commerce, and social media.
- Collaborated with licensed brands senior management to successfully market watches, respecting existing brand design codes.
- Devised a design strategy to differentiate and drive sales for each brand within the marketplace.
- Streamlined production and creative globally, achieving dramatic cost savings, while ensuring consistency of brand image through development of job tracking processes, DAM sites, and corporate negotiation of photography across all brands.

ADDITIONAL EXPERIENCE

Revlon

Vice President, Creative Services Worldwide

Directed advertising, store design, point of sale materials, and the Revlon website, for Revlon, Almay, Ultima II, and fragrance and treatment brands. Managed a 7-person team focused on graphic, industrial, and store design.

- Revitalized the color cosmetics brand image through new ad campaigns and promotional display systems. Subsequently refreshed all brands within a 10-year period.
- Repositioned as the #1 and #2 mass color cosmetics brands, with marketing partners at Revlon and Almay.
- Oversaw photoshoots, from conceptualization through final production, for advertising and point of sale collateral materials.
- Partnered with marketing, sales, and purchasing in seasonal design and manufacture of promotional displays worldwide, achieving each business unit's goals.
- Ensured all print and broadcast campaigns were consistent, collaborating with external advertising agencies.

EDUCATION

Bachelor of Fine Arts (BFA), Communication Design

University at Buffalo